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<u>Listing of Claims</u>:

This listing of claims is being provided for the Examiner's convenience. No amendments have been made.

1-38. (Cancelled)

39. (Withdrawn): A method of indexing content on a network, the method comprising:

traversing the network to identify content associated with a uniform resource locator;

extracting geographic data from the content associated with the identified uniform resource locator without manual user intervention;

assigning a business category code to the uniform resource locator based on whether the extracted geographic data matches with data contained in a database; and

indexing the identified uniform resource locator and the assigned business category code in an electronic data store.

40. (Withdrawn): The method of claim 39 further comprising indexing the associated geographic data with at least one of the identified uniform resource locator and the assigned business category code.

41. (Previously Presented): A method for performing a search of network accessible content, the method comprising:

traversing a network of web documents to identify business names and geographic data associated with the web documents;

identifying a business name and geographic data associated with a particular web page;

determining web page identifying data for the particular web page;

extracting the identified business name and geographic data associated with the particular web page;

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based on the extracted business name and geographic data, accessing a business directory to determine a business category code that is associated with the extracted business name and geographic data;

storing the web page identifying data and the business category code in association with one another and within an entry in an electronic data store;

receiving a query from a user, the query being related to a business category;

identifying, within the electronic data store, one or more entries that include a business category code that is associated with the business category of the query; and

returning a result to the user, the result including web page identifying data included in the identified one or more entries.

42. (Previously Presented): The method as in claim 41 wherein the geographic data includes a zip code.

43. (Previously Presented): The method as in claim 41 wherein the geographic data includes local area exchange information.

44. (Previously Presented): The method as in claim 43 wherein the local area exchange information includes an area code.

45. (Previously Presented): The method as in claim 41 wherein the geographic data includes a city and a state.

46. (Previously Presented): The method as in claim 41 wherein the web page identifying data includes a uniform resource locator for the particular web page.

47. (Previously Presented): The method as in claim 41 further comprising:
storing the geographic data in the entry within the electronic data store in which the business category code and the web page identifying data are stored.

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48. (Previously Presented): The method as in claim 41 wherein the business category code is configured to support a search.

49. (Previously Presented): A computer program stored on a computer readable medium for performing a search of network accessible content, the computer program comprising instructions that, when executed by a computer, cause the computer to:

traverse a network of web documents to identify business names and geographic data associated with the web documents;

identify a business name and geographic data associated with a particular web page;

determine web page identifying data for the particular web page;

extract the identified business name and geographic data associated with the particular web page;

based on the extracted business name and geographic data, access a business directory to determine a business category code that is associated with the extracted business name and geographic data;

store the web page identifying data and the business category code in association with one another and within an entry in an electronic data store;

receive a query from a user, the query being related to a business category;

identify, within the electronic data store, one or more entries that include a business category code that is associated with the business category of the query; and

return a result to the user, the result including web page identifying data included in the identified one or more entries.

50. (Previously Presented): The computer program of claim 49 wherein the geographic data includes a zip code.

51. (Previously Presented): The computer program of claim 49 wherein the geographic data includes local area exchange information.

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52. (Previously Presented): The computer program of claim 51 wherein the local area exchange information includes an area code.

53. (Previously Presented): The computer program of claim 49 wherein the geographic data includes a city and a state.

54. (Previously Presented): The computer program of claim 49 wherein the web page identifying data includes a uniform resource locator for the particular web page.

55. (Previously Presented): The computer program of claim 49 further comprising instructions that cause the computer to:

store the geographic data in the entry within the electronic data store in which the business category code and the web page identifying data are stored.

56. (Previously Presented): The computer program of claim 49 wherein the business category code is configured to support a search.

57. (Previously Presented): A system for performing a search of network accessible content, the system comprising:

means for traversing a network of web documents to identify business names and geographic data associated with the web documents;

means for identifying a business name and geographic data associated with a particular web page;

means for determining web page identifying data for the particular web page;

means for extracting the identified business name and geographic data associated with the particular web page;

means for based on the extracted business name and geographic data, accessing a business directory to determine a business category code that is associated with the extracted business name and geographic data;

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means for storing the web page identifying data and the business category code in association with one another and within an entry in an electronic data store;

means for receiving a query from a user, the query being related to a business category;

means for identifying, within the electronic data store, one or more entries that include a business category code that is associated with the business category of the query; and

means for returning a result to the user, the result including web page identifying data included in the identified one or more entries.